

Fact Finding Mission
June 24-27, 2019
São Paulo

Drone Technology

#swisstech

Why are we organizing this mission?

Switzerland was again – for the 9th year in a row – awarded by the Global Innovation Index as the world's most innovative country – thanks to its unique framework that combines access to funding, a flexible and unbureaucratic regulatory system and, above all, the close cooperation in R&D between companies and higher education institutions. Not surprisingly also one of the world's leading nations in drone-related technology, Switzerland is uniquely capable to meet the Brazilian demand for innovative and tailored drone solutions. The purpose of this mission is to showcase and highlight the capacity of Swiss SME's in this area organizing a mini Swiss Pavilion (24m²) during the 5th edition of "DroneShow" in São Paulo, the leading fair in Latin America for geospatial and drone-related technologies, taking place from June 25-27, 2019 (droneshowla.com).

The previous edition of DroneShow in 2018 gathered specialists, researchers, users and entrepreneurs from numerous countries in the region and also from other continents, both from the public and private sector. Attendance accounted for more than 3.500 participants and 80 speakers. The fair gathered 52 exhibitors and 90 Brazilian and international brands.

Alongside our partner PRS (Presence Switzerland) and Swissnex, we will organize a two-day agenda with meetings and workshops with end users and local key players of the drone-related technologies in Brazil, close to the dates of the DroneShow fair, maximizing the outcome of the participant's trip to Brazil and providing them with a unique inside view of the local market.

The number of drone-related technology companies almost tripled from 2017 to 2018 and demand for innovative solutions keeps on growing

The drone industry in Brazil is booming: from 820 drone companies registered in June 2017, the country now counts on more than 2'100 registered companies in this area and the turnover generated in 2018 is around CHF 80 million. In December 2018 the number of registered drones at ANAC (Nacional Agency for Civil Aviation) was around 48'000.

Since approval of the regulation RBAC 94/2017, which is based on VLOS parameters and in line with the framework in place in the U.S.A. (FAA), Australia (CASA) and Europe (EASA), many international and local companies focused their efforts in exploring the potential of this market.

In addition to the opportunities found in areas in which drone-related technology employment is fairly consolidated (such as Mapping & Topography and Swarm Tech), opportunities in Agribusiness, Construction and Utilities are driving the growth trends (of at least 49%) foreseen for the sector on a global scale, according to BIS' Global Drone Data Analysis and Forecast 2018-2023 dated November 2018. In Brazil, Agribusiness – in particular grain farming - and Construction concentrate most of the demand.

Who should join our programme?

We offer a comprehensive programme for start-ups and other companies linked to the drone industry and with an interest to promote their technologies abroad, looking for opportunities, new clients or potential partners. The participation at the Drone-Show will allow the participants to acquire a deeper understanding of the Brazilian market for drone-related technology; our side events will enhance the networking and effective business opportunities, allowing the participants to, under the Swiss Representation flagship, gain visibility and reach a targeted audience.

The Swiss pavilion is co-organized by Switzerland Global Enterprise and Presence Switzerland, the official marketing agency of the Swiss government.

Additional costs such as meals, accommodation, transfers to attend the programme are included in the participation fee, as detailed below. International flights are not included, as well as costs arising from other activities not listed in the program.

Suggested Programme

Sunday June 23, 2019

- Arrival in São Paulo
 - Greeting by SBH team member and transfer to Hotel in Jardins
 - Brief introduction to the programme over lunch at hotel
 - Free afternoon and evening
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Monday June 24, 2019

- Transfer to swissnex offices
 - Brunch & Workshop. Swiss Business Hub workshop will highlight ecosystem of drones in Brazil and regulatory aspects. Swissnex workshop will highlight actors of the innovation and research in Brazil.
 - Transfer to DroneShow
 - Set up of booth at DroneShow
 - Coffee Break and preparation for DroneShow week
 - Dinner at restaurant (tbd)
 - Transfer back to hotel
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Tuesday June 25, 2019

- Transfer to DroneShow
 - Participation at DroneShow
 - Lunch at restaurant (tbd)
 - Participation at Drone Show
 - Transfer back to hotel
 - Free evening
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Wednesday June 26, 2019

- Transfer to DroneShow
 - Participation at DroneShow
 - Lunch at restaurant (tbd)
 - Participation at DroneShow
 - Transfer back to hotel and, after refreshment break, to the Swiss Consular Residence
 - Cocktail at the Swiss Consular Residence with key local industry players, drone related technology industries and end-users, market experts, authorities, distributors, retailers, institutional partners, organized by the SBH Brazil team (duration of approx. 2:30 h)
 - Transfer back to hotel
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Thursday June 27, 2019

- Transfer to DroneShow
 - Participation at DroneShow
 - Lunch at restaurant (tbd)
 - Participation at DroneShow
 - Transfer to hotel and, after short break, closing of official programme over dinner and drinks at restaurant (tbd)
 - Transfer back to hotel
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Friday June 28, 2019

- Individual B2B meetings with potential clients and partners (to be set up by the participants themselves)
 - Transfer at 1:00 pm to GRU Airport
 - Flight back to Switzerland
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Your benefits

During 5 days you will have the opportunity to meet with various major players from the Brazilian drone-related technology industry: from manufacturers, developers of integrated solutions, researchers, market experts and industry associations to potential clients.

- You will have the opportunity to participate in the biggest drone-related technology trade show in Latin America, DroneShow, showcase your company and products, participate in courses and seminars of the show and stay up-to-date with the new trends, researches and product launches for the region.
- You will attend networking events where you will meet with experts, industry associations, potential distributors, clients and/or partners, as well as panels and presentations that will answer specific questions regarding the latest and most relevant market information.
- If you have existing contacts in Brazil, our team may contact them and invite 2-3 guests on your behalf for the networking event.
- Switzerland Global Enterprise, together with the Swiss Business Hub Brazil will organize the whole agenda and logistics for you, including hotels, meals and transfers for the official programme events (individual B2B meetings not included).
- Our local experts from the Swiss Business Hub Brazil will accompany you during the official part of the programme and provide local support whenever needed.

Participation costs

Are you interested in establishing or expanding your contacts in Brazil? Our business trip is just the right opportunity for you!

CHF 1'500.- Special subsidized value for startups, to cover the costs of meals, accommodation and transportation of the official programme.

Included

- 5 nights in a 4* hotel with breakfast.
- 1 networking cocktail at the Swiss Consular Residence (tbc) with key local players: drone related technology industries and users, market experts, authorities, distributors, retailers, institutional partners, organized by the SBH Brazil team.
- 1 workshop event with experts, others players and authorities to share impressions and experiences, as well as provide information on the regulatory framework and trends.
- 3 days participation at the Swiss Pavilion at the DroneShow in São Paulo and access to all activities, courses and events of the trade show.
- All local transfers and meals of the program.

Contact

Fabio Speciale
Senior Consultant
South America
fspeciale@s-ge.com
+41 44 365 54 75

Register now!

[s-ge.com/en/event/
fact-finding-mission/
drone-technology](http://s-ge.com/en/event/fact-finding-mission/drone-technology)

Not included

- International flights Zurich – São Paulo – Zurich
- We recommend all participants to take the Swiss direct flight to São Paulo LX 92 (leaving Zurich on June 23rd at 10:40 p.m. and arriving in São Paulo on June 24th at 05:45 a.m.) for the arrival, and flight LX 93 (leaving São Paulo on May 9th at 06:10 p.m.) for the departure.
- If other international flights are chosen by the participant, it is his/her responsibility to meet the delegation on the date and time indicated in the program for the beginning of the Mission.

Payment and Conditions

Payment conditions

The total amount (100%) due for the participation in the Mission will be invoiced after the return of the delegation, and shall be paid within 10 days and no later than May 22nd, 2019.

Cancelation Terms

- In case a registered attendee renounces his/her participation less than 5 weeks before the Mission's date, 100% of the value is due to S-GE because of the costs already engaged by the agency.
- 50% of the value is due to S-GE in case the participation is cancelled 5 weeks before the Mission's date.
- Cancellation must be announced in written form.
- If the participant finds a substitute, he/she is exempted from paying the package to the extent that the Mission's fee is paid by the latter. However, he/she remains liable for the payment of additional costs related to this cancellation or change to the substitute's name.

ExportHelp

s-ge.com/exporthelp
exporthelp@s-ge.com

T 0844 811 812

Switzerland Global Enterprise
Stampfenbachstrasse 85
CH-8006 Zürich
T +41 44 365 51 51

Switzerland Global Enterprise
Corso Elvezia 16 – CP 5399
CH-6901 Lugano
T +41 91 601 86 86

Switzerland Global Enterprise
Ch. Du Closel 3
CH-1020 Renens
T +41 21 545 94 94